Colonel Little's

Valley of the Moon

PROGRESS

VOL. I, No. 1 Boyes Hot Springs, Calif. Tues., Jan. 13, 1959

Prosperity Is Ripe

IN THE VALLEY OF THE MOON

So we're thanking all our friends and supporters for asking us to give them another little paper—like we had before, and which filled a certain niche in the affairs of the Valley.

GREETINGS AND SALUTATIONS.: Here we are again with the snappiest and most-talked-about little sheet you've had in months. Bear with us. It'll get better with each issue.

Another thing that the small foreign car has done is to reduce back-seat driving to a whisper.

VALLEY JEWELERS
On the Hiway Boyes Springs

This new Valley of the Moon Progress will always be found in the forefront in boosting grounds.

So we came back and now are once again in business in our new little "Progress." We love this Valley and all the folks in it, and hope they all like us.

We are now settled again in a little home and need this outlet — on account we just have got to be able to make our sometimes caustic comments.

THE MISSUS MAKES THE INTRODUCTION

When we sold our home in Boyes last March and decided to go to L A or southern California, our little Moonbeams was just left to shift for itself. We thought we would retire.

After a few months in southern California we knew we had to come back "home." This was and is our stamping

for everything that seems to be for the benefit of the Valley—a medium needed now more than ever before. This is a beautiful Valley, not so well known throughout the state and nation as it should be—and we'll be right in there striving to make it better known.

Recent reports from nationally known organizations such as Dun & Bradstreets, Kiplinger, etc., show that the Hot Springs area is up and roaring, and that the next 10 years should produce an economic boom such as has never before been seen.

The Springs area has "everything" but has not been promoting itself as it should have. Looks now as if we'll really get going. There's so much to be done, and so few people who'll give Springs promotion much more than lip service. They talk, but do nothing. It's time to change that attitude.

And several persons, good friends, have already paid a subscription to Progress. The rate has been set at $2 a year, by mail. Maybe it's too much, but we think it's fair. 'Twill cost most of that for postage. In the meantime we'll put our papers in various stores thruout the Valley and in Sonoma, and you can pick 'em up for free. After awhile, we hope, it'll be on an all-paid basis—but don't worry about that for a while. You'll be notified.

In the meantime, it wouldn't be a bad idea for you to subscribe for yourself, and for those friends and relatives of yours who live elsewhere. We'll promise a unique paper, one you'll not be ashamed of sending to outsiders as something a little bit special.

There are a number of "unique" papers in the nation. One is put out by Harry Golden in Charlotte, N. C. That man Oliver has a real goner in 1000 Palms, Calif., and there's always Lucius Beebe with the Virginia City Enterprise. But place your bets on the Old Colonel.

First paid subscriber: Leon DeSimone, out on Arnold drive. Second: Charlie McDougall, in Loma Vista. Send in your $2 and get on the "select list." First 100 are Charter Subscribers.

For the first time in our driving history, our little old Stude has done it again. During all these rains not a drop of moisture has slipped in—which was never true with other cars we had — including Olds, Chrysler, Buick and whatnot.

While we're not a regular "news" paper, there will be plenty of actual news, along

with our caustic comments. Here's just one:

Fred Franklin, California's last hand-made cigar maker, now is putting a portion of his product in "five pack" cartons. He prefers that you get 'em at your regular dealer's, but if they're not available, drove over to his shop on Riverside drive, El Verano, and pick up a few. Actually, they seem to taste even better in the new pack.

FOOD CENTER — MEATS
Jim Maher, Your Meatman
Highest Quality, Always
Meats Cut to Order
Fresh Poultry

El Verano Improvement club has scheduled a nomination and election meeting for February 5 at the clubhouse.

Longer range plans for the El Verano club include a big three-day Pioneer Days celebration for July, celebrating the completion of a new mercury lighting system for the community. It will be a big affair, too, with plenty of booths, a parade, displays of various kinds, and it is expected it will eventually become an annual affair. Keep in touch with Progress for additional details.

And also comes the annual Costume ball, a regular feature at Little Switzerland, on February 1. It's a Sunday, and some excellent music has been booked, starting at 3 p.m. Of course, preliminaries will be on tap from 2 p.m.

BATES & EVANS
Funeral Directors
691 Broadway, Sonoma
WEbster 8-2686
Serving Families of All Faiths
Since 1879

Among about 80 Christmas cards received at the Little hacienda was one from Lawrence Welk. Wouldn't say he personally selected us, but anyway it was signed and the envelope address were in handwriting which resembled his'n.

SONOMA MISSION INN
Boyes Springs
Magnificent Quarters
Wonderful Meals
Cocktail Bar

Vance Osburn, principal at Flowery school, is Lions club chairman for the annual Father and Sons banquet held annually at Veterans' Memorial hall in Sonoma. This year's fete is April 21. Big speaker is Brutus Hamilton, former track star and now athletic director at University of California at Berkeley. Al McMahon, Rotarian, will be emcee. It's Olympic Games night, and there'll be room for 540 fathers and sons. Make your plans now, dads.

FRANK'S HARDWARE
Castner Bldg., Boyes
Garden Equipment Appliances

Valley of the Moon
PROGRESS
Published every Tuesday
Box 475, Boyes Hot Springs,
Calif. Phone WEbster 8-5372.
By Mail, $2 per Year
(And we lose money)
Pickup, Free

Sonoma Water and Irrigation company is asking for more money, and a hearing is set for Thursday, Jan. 15, at the Sonoma Vista Improvement clubhouse on Riverside drive. We don't believe any increase is necessary or justified at this time—in fact the rates are too high now—but a good big protest might stop 'em.

DENNY'S COG CLUB
Sportsmen's Headquarters
Hiway 12, Center of Boyes
Everything in Drinkables

DE LUXE DELICATESSEN
18305 Hiway 12, Boyes
Tea Room in Connection—
Imported Delicacies
Beer, Wine, Dairy Products
Pizzas, Too
Phone your order—WE 8-4865

GREENGRASS REALTY
Hiway 12, Boyes
Fast Action on Your Listings
Complete Real Estate Service
WEbster 8-4751

Never could understand why San Francisco hates the term Frisco. It's a nice name, hints strongly of real affection, fits headlines beautifully, and is no better or worse rhan Berno better or worse than Berused.

RICHFIELD SERVICE
Bud Delaney, Prop.
Main Corner, Boyes
Finest Service
Gas - Oil - Tires - Batteries

The TV and radio commercials show a pitiful lack of good sense on the part of sponsors—or is it the advertising agencies. Consider Anacin: That same old commercial has been running for two or three years, and we wouldn't buy any even if they cost 1 cent because of that. And how about Colgate's — and a dozen others you could name. If they used newspaper advertising space that same way you'd never read 'em after that long a time with no change of copy.

BUD'S GARAGE
Cor. Railroad & Cherry Sts.
All Work Guaranteed
Chevron Service Station
Phone WE 8-3971

SWIPED FROM A SAN FRAN PAPER:

"O Moon, when I gaze on thy
beautiful face,
Careening along through the
boundaries of space,
The thought has often come
into my mind,
If I ever shall see thy glorious
behind."

It's been proven right along that white pants win 80 per

cent of the boxing bouts on TV, and black shirts win most of the football games. Check up sometime.

OUR RESORT
El Verano, Calif.
Home of the Stein Club
Beer on Draft
Best Mixed Drinks

Ed Reedy, the Springs area tax consultant, has moved across the street to a spacious room in the new Landini block. It's 18305 Hiway 12. This growing business corner is becoming a thriving center for a number of new businesses, including the new DeLuxe Delicatessen.

Reedy will be all ready to take care of your 1959 income tax return, and very likely he'll be able to save you some money. Talk it over with him.

LARSON'S LIQUOR & SPORTING GOODS
Hiway 12, Boyes
Sportsmen's Supplies
Liquors - Wines - Beer

While we've been off Ike for some time on various little things, he's absolutely right this year in plugging for an end to rash spending and for balancing the budget. If you owed $10,000, could hardly pay the interest let alone anything on principal, you'd be a damphool to keep adding to the debt. The government should cut down on every unessential expense, fire about a million government employes, throw out all subsidies including postal, farm, foreign aid, and get down to a pay-as-you-go basis. And Lord, soon!!!

TOWN & COUNTRY CLUB
Arnold Drive
Serving Breakfasts, Lunches
Best Bet for Banquets

What are the objectives of Progress?

Pretty soon we'll print a list of about 10 major objectives, and we'll be in there pitching at all times to put them over.

Somewhere in first place would be organization of a Springs area board of trade (call it anything you wish) to boost and promote everything in the Springs area—which we consider takes in the central Valley up to or a little beyond Glen Ellen. No present organization is doing a thing to boost for this particular area.

If even six persons tell us they're for such a group mvoement, away we go again. And we'll have it. No more selling out to any other organization.

CHARLIE & RUTH SAY— COMPLIMENTS TO THE COLONEL

Have plenty of admiration for that girl back east who went to jail rather than divulge the source of one of her news stories. That's in the finest tradition of the newspaper game.

Just once we were threat-

the forgotten city. So unnecessary, too. We could so easily become the dominating community in this corner of the county.

Valley of the Moon
HAND-MADE CIGARS
Union Label
Now in Five-Paks
If your dealer isn't stocked drop in at factory, El Verano

Re: the recent hula hoop craze. We had something in our paper a year or so back telling about the hoops we used to roll back in Oregon, Ill., but never envisaged the roll-around use of them. Way back we rolled the hoops with a stick, or the more enterprising rigged up a wire handle which went around the hoop and you rolled it along with- ened by an irate reader who took umbrage at an item we printed. He was going to have us in jail too if we didn't reveal our news sources, but he never got it. He's still a good friend of ours.

The incorporation matter seems to be in the doldrums at this time. Why? Maybe the ones who instigated the recent study got cold feet. But Progress' feet are not cold. Here we are, 4600 people, who continue letting our local affairs be run by a group of five uninterested persons in Santa Rosa. And we're paying in taxes far more than the worth of any benefits we get. We're out the frequent taps with the stick. Of course you had to have sidewalks—and the Hot Springs area hasn't too many of them as of now. Maybe before too long, though.

RUSTIC INN
Glen Ellen
Pioneer Atmosphere
Jack London Liked Us
Pocket Billiards, Too

Looked forward eagerly last week for the TV performance of Broadway Melody. It didn't measure up to the original which came along about 1927, with Anita Page starring. And those beautiful songs—Broadway Melody, You Were Meant for Me and Wedding of the Painted Doll were all missing. This was a later version, about 1934, with Fred Astaire and Eleanor Powell starring.

B & L REFRIGERATION
Fetters Springs, Hiway 12
Laundromat, Too
Everything in Refrigeration Service

We like snails—the kind you get from a bakery. Never had heard of them till we got to California, and really believed we'd get the real kind when the item was listed on a fountain menu. Back in the midwest they're called bismarks.

And prawns, those great big shrimps. Wonderful eating. But the boys and girls back across the Mississippi never heard of them. Now you can

get 'em frozen in many margets, and if you haven't tried 'em, you've missed a lot.

Now if we could just get some frizzledicks and cracklings.

GLEN ELLEN LIQUOR STORE
Slim Wallace, Prop.
Largest Variety of Liquors, Wones, Beer, Accessories in the Valley

So the Russians have a satellite going 'round the sun? What proof is there? Nobody has seen it, heard it, and why take the word of the boys in Moscow?

We couldn't be less interested. What if the little boys and girls monkeying with skyrockets do get some 'way out? It is a matter of complete unimportance. But if the boys like to play 4th of July, and if we continue to give 'em the money they demand, we'll probably have to continue reading about 'em. Every rocket sent up costs many millions of dollars. This money could well be used in other ways.

HALL M. NEWHALL
Licensed Landscape Expert
No Job Too Large, None Too Small for HALL
Box 132, Sonoma

VALLEY OF THE MOON CLEANING PLANT
All Work Done on Premises
17533 Sonoma Hiway, Boyes
Phone WEbster 8-5830

We're printing Progress in the office of the Daily Review, Boyes Springs. The way this Valley is growing, it can well be proud of and support its new daily paper. We can't do the job they're doing, but we can supplement it by printing little hometown stuff like Johnny Jones visited in the city, which the daily can't be bothered with. So we all should get along—beautifully.

MISSION CHAPEL MORTUARY
Sonoma WE 8-3357
James and Jack Bisso
Home Owned and Operated

Dead heat, to become the first Progress advertiser. It lay between George Trueman of the Valley Jewelers and Jim Maher of the meat department of the Food Center.

Then came the others — flocks and droves—everybody seemed to be just waiting for an invitation. To make them even happier, why not patronize them once in awhile, and tell 'em you appreciate their using space in the Valley's snappiest new newspaper.

HELMER & FRANKLIN
Furniture - Rugs - TV Appliances
Former Hammond Lumber Yard Main Bldg., Boyes
WEbster 8-3003

Somebody asked us: "Colonel, here you are 97 years old and starting another paper.

Why don't you go and sit in the corner near the fireplace and leave all this newspapering to others?"

Not sure as to the real reason. Maybe we've got a compulsion or somethin'. But it does go 'way, 'way back.

At about 8 years, we got a big piece of meat market paper (much browner than that now used), drew column rules down the front, and proceeded to write in, with pencil, such neighborhood news items as we thought appropriate. Took quite a while, too, and all we got for the one and only copy was 1 cent, or maybe 5 pins.

Later our sister, who was a linotype operator in a country shop, allowed us to write up something about a birthday party we attended. It came out something like this:

"Ada Fruin entertained 14 guests at her birthday party last Friday night. A good time was had by all."

And when it came out in the paper, were we the proud one!

And it's been going on ever since.

ADOBE DRUG
417 First St. W., Sonoma
WE 8-2971 (Ray S. Duer)
Prescription Specialists
Veterinary Supplies

POLITICAL! State capitol observers now predict a short "honeymoon" period for the Brown administration. Details of Governor Brown's budget and tax programs are expected to draw sharp lines between liberals and conservatives and bring out the brass knuckles on both sides very quickly.

All indications point to a fairly stable year, according to economic experts. Contributing factors are anti-inflation measures being taken by the nations of western Europe, a slowing down in volume of wage increases in the U. S., and heavy pressures for governmental economy.

Careful study of the November election returns by experienced political analysts indicates a good chance for the republican party to make at least a partial comeback in California in 1960, provided deep cleavages among remnants of the party can be subordinated.

EL DORADO HOTEL
Plaza, at 1st St. W. & Spain
John Merlo, Prop.
Splendid Cuisine — Italian Foods Featured. Cocktails.

All right—it'll cost you $1.50 for a license for that dog of yours, 3 month old or older. But you must also have a rabies shot certificate before you get the license. That'll cost you another $1.50 or so if you haven't got one by this time.

The doy licenses are now due, with the deadline March 1. In Boyes Springs you can get your license at the Boyes Springs Food Center; in Glen Ellen at the Valley of the Moon Market.

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